

Message Text

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ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 /018 W
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R 161827Z JAN 76
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 1583

UNCLAS CARACAS 0567

E.O. 11652: N/A
TAGS: BEXP, VE
SUBJ: AGRQUIPOS 76

REF: (A) USDOC 18062; (B) USDOC 18187; (C) USDOC 00413; (D)
HALL/WILSON LETTER OF 10 DECEMBER 1975; (E) USDOC 18412;
(F) BREWER/HALL/WILSON TELCON 15 JAN. 1976.

1. RE REFTEL (B); AGRO ISLENA PRESIDENT WILL CONTACT EMBASSY
NEXT WEEK TO DISCUSS FURTHER THE POSSIBLE PARTICIPATION OF
HIS FIRM AFTER DISCUSSION WITH RECOMMENDED CONTACT IVAN MARTINEZ,
WHO WAS NOT AVAILABLE AT THE TIME OF OUR CALL. HAS GANDY
COMPANY PROPOSED SHARING OF PARTICIPATION COSTS? IS GANDY
PROMOTING PARTICIPATION BY HIS NEW DISTRIBUTOR?

2. RE REFTEL (C): EMBASSY CONTACTED CLARKE GRAVELY DISTRIBUTOR
INMOBILIARIA BARQUISIMETIO. FATHER OF JOSE GIMENEZ IS
WILLING TO SHARE AS MUCH AS 50 PERCENT OF PARTICIPATION EXPENSES
WITH CLARKE-GRAVELY. EMBASSY RECOMMENDED THAT GIMENEZ IMMEDIATELY
COMMUNICATE WITH CLARKE-GRAVELY TO DECIDE ON APPROPRIATE
DIMENSIONS FOR EXHIBIT SPACE. EMBASSY RECOMMENDS THAT CLARKE-
GRAVELY COMMUNICATE WITH IMMOBILIARIA TO EXPRESS PLEASURE WITH
THIS DISTRIBUTOR'S PLANS TO PARTICIPATE SO AS TO SOLIDIFY
ARRANGEMENTS. TELEPHONE CONTACT WITH PIETRINI HAS NOT YET BEEN
POSSIBLE. EMBASSY WILL ADVISE WHEN CONTACT MADE.

3. RE REF (E): CATERPILLAR AGENT ED DONOHUE HAD NOT RECEIVED
SHOW PROMOTION KIT AS OF SECOND CONTACT ON 15 JAN 1976.
INFORMATION ADDITIONAL TO THAT WHICH EMBOFF WAS ABLE TO PROVIDE
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ON FIRST CONTACT SEEMED TO MAKE DONOHUE SOMEWHAT MORE RECEPTIVE.

EMBASSY SENDING DONOHUE PROMOTION KIT WHICH HE WILL REVIEW WITH NEW GENERAL MANAGER WHO ARRIVES NEXT WEEK. RE: INTERNATIONAL HARVESTER/ITERSAN: NEITHER IH AG EQUIP REP SUCHLAND NOR HEAD OF INTERSAN GUILLERMO SANCHEZ ARE YET PERSUADED OF THE ADVISABILITY OF PARTICIPATION, BUT BOTH SEEMED SOMEWHAT INTRIGUED BY EMBOFF STATEMENT THAT CASE (OVERTAKEN BY EVENTS) AND DEERE ARE COMMITTED TO LARGE SCALE EXHIBITIONS, AND SANCHEZ AND SUCHLAND NO LONGER SEEM COMPLETELY NEGATIVE ABOUT PARTICIPATION. THEY HAVE AGREED TO DISCUSS THE MATTER FURTHER BETWEEN THEMSELVES AND ADVISE EMBASSY OF THEIR PLANS. USDOC MAY WISH TO WORK ON IH IN THE US. IH GENERAL MANAGER FOR VENEZUELA MARSHALL NOW PROBABLY IN US., AND UNDOUBTEDLY WOULD HAVE A VOICE IN FINAL DECISION.

4. EASTERN VENEZUELA HESSTON DISTRIBUTOR CANDARELLI OF OTICA, H. BLOHM & CO. INTERESTED IN SHOW, BUT APPARENTLY HAD BEEN BADLY INFORMED ABOUT SPACE COSTS AND OTHER PERTINENT DETAILS BY PRINCIPAL.

EMBASSY HAS CLARIFIED THESE MATTERS AND CANDARELLI INTENDS TO RESUME DISCUSSIONS WITH HESSTON. CANDARELLI SEEMS STRONGLY INCLINED TOWARDS PARTICIPATION IF COST SHARING MATTER CAN BE RESOLVED. HAS HESSTON APPROCHED ANY OTHER OF THEIR VENEZUELAN DISTRIBUTORS RE: COOPERATIVE PARTICIPATION?

5. EMBASSY HAS NOW COMPLETED TRANSLATION OF PROMOTIONAL LETTER WHICH IS TO BE DISTRIBUTED TO EXHIBITOR CANDIDATES WEEK OF 19 JAN. WE SEE A POTENTIAL PROBLEM IN TRYING TO COORDINATE SPACE RESERVATIONS FOR PARTICIPANTS. THEREFORE, LACKING INSTRUCTIONS TO THE CONTRARY, WE WILL ADVISE INTERESTED LOCAL FIRMS TO CONTACT THEIR U.S. PRINCIPALS TO ARRANGE FOR RESERVATION OF EXHIBIT SPACE.

6. RE REFS (A), (D) AND (F): COMMERCIAL ATTACHE HAS RECEIVED VERBAL COMMITMENT FROM RANKING MENDOZA GROUP OFFICIAL TO PERSUADE HIS COMPANY'S MANAGEMENT TO PARTICIPATE JOINTLY WITH SOME OF THEIR MORE IMPORTANT U.S. PRINCIPALS. USDOC SHOULD ADVISE CASE AND OTHER OF THEIR RECENT DEVELOPMENT SO THAT RENEWED POSSIBILITIES MAY BE EXPLOITED.
SHLAUDEMAN

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